

# Funding Allocation Process & Proposal: Local Fentanyl Campaigns

## Overview

Oregon Health Authority's Injury & Violence Prevention Program (IVPP) has allocated \$140,000 to support local campaigns addressing fentanyl and counterfeit pills. These funds may be used to develop a new communications campaign or to bolster advertising for an existing campaign.

Project funds must be spent by August 31, 2023.

IVPP consulted the Conference of Local Health Officials (CLHO) Prevention & Health Promotion Subcommittee to determine how to distribute these funds to local public health authorities. IVPP and CLHO formed an ad hoc subcommittee to guide this decision making.

## Proposal to CLHO

IVPP proposes the following to CLHO:

1. Distribute funds to interested and eligible counties through Program Element 62 and PE 70 (Overdose Prevention) or a PE 62/70 sub-element in accordance with the table below.
2. Provide supplementary funds to select PE 62/PE 70 counties for them to distribute to partner LPHAs through existing subcontracts, memorandums of understanding, on their behalf, or other formal or informal agreements. Partner LPHAs will have the discretion to determine the most appropriate methods and levels of funding to distribute amongst each other.
3. Allow OHA the flexibility to revise LPHA funding sources if LPHAs are unable to receive or redistribute funds as originally planned. If this scenario occurs, OHA will work directly with the impacted LPHA(s) to identify alternative strategies to provide this funding as originally proposed.

	County	Funding Amount	Funding Source
1	Clackamas	\$5,939	PE 62
2	Washington	\$6,666	Partnership with Clackamas
Clackamas Total:		\$12,605	
3	Clatsop	\$5,130	PE 62
4	Columbia	\$5,167	Partnership with Clatsop
5	Tillamook	\$5,131	Partnership with Clatsop
Clatsop Total:		\$15,428	
6	Crook	\$5,090	PE 62

7	Deschutes	\$5,445	Partnership with Crook
8	Jefferson	\$5,116	Partnership with Crook
9	Baker	\$5,069	Partnership with Crook
<b>Crook Total:</b>		<b>\$20,720</b>	
10	<b>Douglas</b>	<b>\$5,344</b>	PE 70
11	Klamath	\$5,272	PE 62
12	Lake	\$5,032	Partnership with Klamath
<b>Klamath Total:</b>		<b>\$10,304</b>	
	Lincoln	\$0	PE 62
13	Linn	\$5,383	Partnership with Lincoln
14	Benton	\$5,240	Partnership with Lincoln
<b>Lincoln Total:</b>		<b>\$10,623</b>	
<p><i>Note: Lincoln County is not interested in this funding, but OHA may pass funds through them to provide to other counties with existing PE 62 subcontracts with Lincoln. OHA may also be able to pass funds to these other counties through a PE 62 sub-element but needs clarity on this process from the Director's Office.</i></p>			
15	<b>Lane</b>	<b>\$5,954</b>	PE 62
16	<b>Multnomah</b>	<b>\$7,235</b>	PE 62
	North Central Public Health District	\$0	PE 62
17, 18	Wasco & Sherman	\$10,129	Partnership with NCPHD
19	Hood River	\$5,119	Partnership with Wasco
20	Gilliam	\$5,009	Partnership with Wasco
<b>NCPHD Total:</b>		<b>\$20,257</b>	
<p><i>Note: NCPHD is the PE 62 contract holder with OHA, but Wasco is the lead. NCPHD did not express interest in this funding, but OHA can pass funds through NCPHD to these other counties. OHA may also be able to pass funds to these other counties through a PE 62 sub-element but needs clarity on this process from the Director's Office.</i></p> <p><i>Wasco County volunteered to provide funding to Hood River, Sherman, and Gilliam. OHA still needs confirmation on how this process will work. Wasco and Sherman are included together in the Modernization Funding formula.</i></p>			

21	Umatilla	\$5,339	PE 62
22	Union	\$5,102	Partnership with Umatilla
<b>Umatilla Total:</b>		<b>\$10,441</b>	
23	Yamhill	\$5,323	PE 62
24	Marion	\$6,299	Partnership with Yamhill
25	Polk	\$5,237	Partnership with Yamhill
<b>Yamhill Total:</b>		<b>\$16,859</b>	
26	<b>Curry</b>	<b>\$4,230</b>	OHA manages this LPHA – the ad hoc group recommended including this county with OHA’s support.  The funding amount was reduced from the Modernization Formula to prevent overbudgeting since OHA staff time will support efforts

## Background Information

### Decision Process for Distributing Funds

IVPP Staff consulted the CLHO Prevention & Health Promotion Subcommittee in August 2022 to determine how to distribute and allocate these funds. IVPP and CLHO formed an ad hoc subcommittee to guide this decision making.

IVPP originally proposed the following two options for distributing the funds:

1. Provide funding through Program Element 62/70: Overdose Prevention
2. Hire a contractor to support local campaigns.

The subgroup weighed the advantages and disadvantages for each option. They also compared county-level overdose rates and current OHA overdose prevention funding amounts (**Appendix A**).

Given the August 31, 2023, deadline for spending funds and the amount of time it would take to contract with a third-party consultant, the subgroup determined that funding through PE 62/PE 70 is likely the best option. Furthermore, Lane County and Klamath County’s willingness to share their existing campaign materials will enable counties with limited bandwidth to participate in this funding opportunity without a third-party consultant.

However, the subgroup identified three counties (Baker, Jackson, Josephine) with high overdose rates that do not have a PE 62/PE 70 contract and therefore would not be eligible for funding through PE 62/PE 70.

The subgroup proposed a third, alternative option of asking PE 62/PE 70 counties to partner/subcontract with non-PE 62/PE 70 counties to help distribute the funds more equitably across Oregon. The rationale was that some LPHAs may have existing agreements with each other or an expedited subcontracting process that could help distribute funds more quickly and allow priority, non-PE 62/PE 70 counties to participate.

IVPP reached out to Oregon's Regional Overdose Prevention Coordinators (who are funded through PE 62/PE 70) to determine if they were interested in receiving funding and if they would be able to subcontract with other LPHAs. IVPP also contacted the three priority non-PE 62/PE 70 counties to determine if they would be interested in this funding opportunity. These communications resulted in the final LPHA funding list.

### Decision Process for Funding Allocations

The ad hoc subcommittee recommended applying the Modernization Formula to determine LPHA funding amounts, with a \$5,000 funding floor. They also recommended incorporating county overdose death rates into the funding formula. IVPP substituted "Burden of Disease" for "Drug Overdose Death Rate" in the Modernization Formula (**Appendix B**).

## Appendix A: County Comparison Table

### Unintentional/undetermined drug overdose deaths and rates by county\*, Oregon, 2020-2021

County	Total Drug Overdose Deaths	Average Annual Drug Overdose Death Rate	PE 62/PE 70 Funding	Existing Local Media Campaign?
Baker	7	21.5	N/A	Unknown
Benton	13	7.0	N/A	Unknown
Clackamas	103	12.2	\$151,000	No
Clatsop	11	13.6	\$101,104 total (subcontracts \$13,000 to Tillamook & Columbia)	No, but planning for 2023
Columbia	24	22.7	\$6,500 (from Clatsop County)	No
Coos	10	7.7	N/A	No
Crook	7	13.9	\$112,076	Existing social media campaign
Curry	17	36.5	N/A	Unknown
Deschutes	31	7.7	N/A	No
Douglas	40	18.0	\$144,979	In development
Gilliam	0	0	N/A	No
Grant	<5	Suppressed	N/A	Unknown
Harney	<5	Suppressed	N/A	Unknown
Hood River	<5	Suppressed	N/A	Unknown
Jackson	110	24.8	N/A	Unknown
Jefferson	<5	Suppressed	N/A	No
Josephine	43	24.4	N/A	Unknown
Klamath	33	24.0	\$86,654 total (subcontracts \$35,115 to Lake)	Yes – launched Sept 2022
Lake	<5	Suppressed	\$35,115 (from Klamath county)	No
Lane	218	28.5	\$163,349	In development
Lincoln	17	16.8	\$133,516	No
Linn	29	11.1	N/A	No
Malheur	6	9.7	N/A	Unknown
Marion	142	20.3	N/A	Unknown
Morrow	<5	Suppressed	N/A	Unknown

Multnomah	606	37.2	\$209,916	No
Polk	21	12.0	N/A	No
Sherman	<5	Suppressed	N/A	No
Tillamook	13	23.7	\$6,500 (from Clatsop County)	No
Umatilla	23	14.8	\$94,416	No
Union	16	30.1	N/A	No
Wallowa	0	Suppressed	N/A	Unknown
Wasco	15	28.4	NCPHD: \$91,292; Wasco receives \$62,548 of this	No
Washington	107	8.9	N/A	Unknown
Wheeler	<5	Suppressed	N/A	Unknown
Yamhill	33	15.3	\$143,485	No
Urban	1380	20.9		
Rural	331	17.7		
State	1738	20.5		

*Rates are deaths per 100,000 persons. Rates are suppressed for death counts between 1 and 4.*

*Counties in green signify the PE 62 funded LPHA within the region*

*Counties in orange signify counties that are not directly funded by OHA, but are part of an OHA-funded region*

## Appendix B: Modernization Formula Results

		Base component										Matching and incentive fund components		Total county allocation				
County Group	Population <sup>1</sup>	Floor	Drug Overdose Death Rate <sup>2</sup>	Health Status <sup>3</sup>	Race/ Ethnicity <sup>4</sup>	Poverty 150% FPL <sup>4</sup>	Rurality <sup>5</sup>	Education <sup>4</sup>	Limited English Proficiency <sup>4</sup>	Matching Funds	Incentives	Total Award	Award Percentage	% of Total Population	Award Per Capita	Avg Award Per Capita		
Gilliam	2,039	\$ 5,000	\$ -	\$ 0	\$ 1	\$ 1	\$ 6	\$ 1	\$ 0	\$ -	\$ -	\$ 5,009	3.6%	0.1%	\$ 2.46			
Lake	8,177	\$ 5,000	\$ -	\$ 1	\$ 2	\$ 6	\$ 15	\$ 6	\$ 2	\$ -	\$ -	\$ 5,032	3.6%	0.2%	\$ 0.62			
Baker	16,860	\$ 5,000	\$ 22	\$ 3	\$ 4	\$ 11	\$ 20	\$ 9	\$ 2	\$ -	\$ -	\$ 5,069	3.6%	0.4%	\$ 0.30	\$ 0.56		
Crook	25,482	\$ 5,000	\$ 14	\$ 5	\$ 5	\$ 13	\$ 35	\$ 16	\$ 1	\$ -	\$ -	\$ 5,090	3.6%	0.7%	\$ 0.20			
Curry	23,662	\$ 5,000	\$ 37	\$ 4	\$ 8	\$ 13	\$ 26	\$ 11	\$ 3	\$ -	\$ -	\$ 5,102	3.6%	0.6%	\$ 0.22			
Jefferson	24,889	\$ 5,000	\$ -	\$ 3	\$ 23	\$ 16	\$ 44	\$ 17	\$ 12	\$ -	\$ -	\$ 5,116	3.6%	0.7%	\$ 0.21			
Hood River	23,888	\$ 5,000	\$ -	\$ 3	\$ 11	\$ 9	\$ 35	\$ 25	\$ 35	\$ -	\$ -	\$ 5,119	3.6%	0.6%	\$ 0.21			
Tillamook	27,628	\$ 5,000	\$ 24	\$ 4	\$ 7	\$ 14	\$ 54	\$ 16	\$ 11	\$ -	\$ -	\$ 5,131	3.6%	0.7%	\$ 0.19			
Union	26,295	\$ 5,000	\$ 30	\$ 2	\$ 7	\$ 17	\$ 31	\$ 11	\$ 3	\$ -	\$ -	\$ 5,102	3.6%	0.7%	\$ 0.19			
Sherman, Wasco	28,489	\$ 10,000	\$ 28	\$ 3	\$ 10	\$ 16	\$ 33	\$ 21	\$ 16	\$ -	\$ -	\$ 10,129	7.2%	0.8%	\$ 0.36			
Clatsop	41,428	\$ 5,000	\$ 14	\$ 5	\$ 14	\$ 22	\$ 46	\$ 19	\$ 10	\$ -	\$ -	\$ 5,130	3.6%	1.1%	\$ 0.12			
Columbia	53,014	\$ 5,000	\$ 23	\$ 10	\$ 14	\$ 23	\$ 65	\$ 29	\$ 3	\$ -	\$ -	\$ 5,167	3.7%	1.4%	\$ 0.10			
Klamath	69,822	\$ 5,000	\$ 24	\$ 11	\$ 33	\$ 56	\$ 74	\$ 51	\$ 23	\$ -	\$ -	\$ 5,272	3.7%	1.9%	\$ 0.08	\$ 0.16		
Umatilla	80,463	\$ 5,000	\$ 15	\$ 13	\$ 43	\$ 52	\$ 66	\$ 82	\$ 68	\$ -	\$ -	\$ 5,339	3.8%	2.1%	\$ 0.07			
Polk	88,916	\$ 5,000	\$ 12	\$ 14	\$ 37	\$ 44	\$ 50	\$ 45	\$ 35	\$ -	\$ -	\$ 5,237	3.7%	2.4%	\$ 0.06			
Benton	93,976	\$ 5,000	\$ 7	\$ 9	\$ 48	\$ 61	\$ 50	\$ 21	\$ 43	\$ -	\$ -	\$ 5,240	3.7%	2.5%	\$ 0.06			
Yamhill	108,261	\$ 5,000	\$ 15	\$ 17	\$ 46	\$ 52	\$ 69	\$ 67	\$ 57	\$ -	\$ -	\$ 5,323	3.8%	2.9%	\$ 0.05			
Douglas	111,694	\$ 5,000	\$ 18	\$ 22	\$ 29	\$ 69	\$ 130	\$ 63	\$ 12	\$ -	\$ -	\$ 5,344	3.8%	3.0%	\$ 0.05			
Linn	130,440	\$ 5,000	\$ 11	\$ 21	\$ 45	\$ 75	\$ 117	\$ 79	\$ 35	\$ -	\$ -	\$ 5,383	3.8%	3.5%	\$ 0.04	\$ 0.05		
Deschutes	203,390	\$ 5,000	\$ 8	\$ 24	\$ 49	\$ 88	\$ 159	\$ 75	\$ 40	\$ -	\$ -	\$ 5,445	3.9%	5.4%	\$ 0.03			
Marion	347,182	\$ 5,000	\$ 20	\$ 58	\$ 230	\$ 220	\$ 129	\$ 306	\$ 335	\$ -	\$ -	\$ 6,299	4.5%	9.2%	\$ 0.02	\$ 0.02		
Lane	382,647	\$ 5,000	\$ 29	\$ 56	\$ 167	\$ 260	\$ 189	\$ 172	\$ 81	\$ -	\$ -	\$ 5,954	4.2%	10.2%	\$ 0.02			
Clackamas	425,316	\$ 5,000	\$ 12	\$ 54	\$ 185	\$ 137	\$ 218	\$ 160	\$ 173	\$ -	\$ -	\$ 5,939	4.2%	11.3%	\$ 0.01			
Washington	605,036	\$ 5,000	\$ 9	\$ 80	\$ 490	\$ 217	\$ 96	\$ 267	\$ 507	\$ -	\$ -	\$ 6,666	4.7%	16.1%	\$ 0.01			
Multnomah	820,672	\$ 5,000	\$ 37	\$ 116	\$ 601	\$ 434	\$ 30	\$ 393	\$ 622	\$ -	\$ -	\$ 7,235	5.1%	21.8%	\$ 0.01	\$ 0.01		
Total	3,769,666	\$ 130,003	\$ 407	\$ 541	\$ 2,110	\$ 1,930	\$ 1,788	\$ 1,965	\$ 2,130	\$ -	\$ -	\$ 140,872	100.0%	100.0%	\$ 0.04	\$ 0.04		

Note: Curry County's award amount was reduced by \$872 to avoid over budgeting. The new funding total is \$4,230. This county was selected for reduced funding because OHA manages its overdose prevention activities and will therefore take on the FTE required for this work.